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Advertising Age®

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King Kong climbs again for his 50th

By STUART EMMRICH

NEW YORK—Beat those jungle drums. Break out the klieg lights. Entice Fay Wray out of retirement. Kong is back.

To commemorate the 50th anniversary of the classic RKO film's premiere in New York, King Kong—or rather an 84-ft.-high inflatable replica of the mighty Kong—once again will scale the heights of the Empire State Bldg.

Part publicity stunt, part nostalgia, the April 7 reappearance of King Kong is being masterminded by Robert Keith & Co., a San Diego-based company that designs oversize inflatable advertising displays for such clients as Pepsi, Coke and Budweisr.

These huge Coke cans or Bud bottles

(Continued on Page 55)

Israel to combat image with ads

By RUTH SINAI

TEL AVIV—The Israeli government is out to change a public image seriously eroded by its invasion of Lebanon.

The Israeli Ministry of Tourism on May 1 will launch hard-hitting tv commercials aimed at reversing its image slide in the U.S. and the disastrous fall-off of tourists from the U.S.

The commercials, to run on the three major U.S. networks, are part of a three-year contract just signed with Needham, Harper & Steers' Issues & Images in New York to develop an advertising campaign to polish the country's tarnished name (AA, Jan. 31).

"Come to Israel, come stay with friends," is the theme. Spots show a hospitable, reliable, English-speaking Israeli prototype; one shows him as a fisherman rowing across the Sea of Galilee to the same shore where Christ spent much of his boyhood. He's rushing to meet two American friends waiting for him. The commercial combines beautiful scenery with history and a friendly host.

A print ad will show a cab driver saying: "The tourists asked me to take them to the best restaurant in town—so I took them to my house."

The campaign is budgeted at $2 million for this year.

"We hope to fight the American media with its own weapons," says Zvi Rimon, special aide to the minister of tourism.

Mr. Rimon, a former journalist, said American media coverage of the war in Lebanon has damaged Israel's once-booming tourist trade. The idea now, he says, is to renew the dialog that once existed between Americans and Israel.

The ads will lay the groundwork for a

(Continued on Page 56)

Lipton tests calorie-conscious Trim soups

By GAY JERVEY

Hoping national calorie-counting can do for soup what it did for beer and soft drinks, Thomas J. Lipton Inc. is testing Trim diet soup mixes, a new line containing only 10 calories a serving.

Although Englewood Cliffs, N.J.-based Lipton is keeping mum, admitting only that such a controlled-store test exists, industry sources say the product is in Boise and Portland, Me., at the least. It is being supported by newpaper ads and spot tv and radio from SSC&B.

The Unilever unit is linking Trim to an active-America theme. Spots reportedly show people in motion; in short, burning calories. Packaging further verbalizes these graphics: Each envelope has a section, near the bottom, called "Trimtalk," offering bits of advice on how to burn off calories.

The Trim tv spot, made up largely of singing dialog between an announcer and a chorus, goes: "Trim is in...the new low-calorie soup in four great tastes and satisfying flavors." It comes in herb vegetable, chicken, beef and beefy tomato flavors, with six envelopes per package, retailing for about 63¢.

If the approach proves viable, soup companies are guaranteed to go the way of their cold beverage brethren and begin battling it out on the calorie front, a battle zone that already occupies their salt vs. salt-free troops. "Yes, we're watching Lipton's progress very carefully," says Herb Baum, Campbell Soup Co.'s vp-marketing and head of its soup division.

Because A.C. Nielsen Co. is handling the test, Lipton is avoiding normal distribution channels. But one distributor in regular contact with Lipton's sales force says they seem "very excited" about it, and that he, personally, would "love to handle a product like that." Grass-roots reaction is similar: A receptionist at a Boise distributor said her teen age daughter, constantly in a state about weight, is eating Trim.

For now, there isn't much on the diet front from the major soup marketers. Interestly, Campbell last year terminated a low-cal experiment of its own. The company had designated 16 of its less bulky—ergo, caloric—brands as Lite. "We didn't change the content of the soups at all," explained a company spokesman.

"However, the problem was people seemed to think we had. There was confusion that something had been taken out. So we have gone back to the regular Campbell packaging," he said.

last minute news

JWT, FCB gain $20 million in S.C. Johnson lines

RACINE, WIS.—S.C. Johnson & Son has assigned Agree and Enhance haircare lines and Glade air fresheners to JWT, Chicago, and Soft Sense skin lotion to FCB. Both are current Johnson shops. The brands, representing about $20 million in billings, were with NH&S, which resigned them due to a Johnson conflict policy (AA, Jan. 17).

Greyhound returns to airwaves with new drive

PHOENIX—Greyhound Lines next week will launch its first new campaign in more than two years with an advantage-oriented campaign targeted at bus riders. The tv campaign, which is breaking in 10 major markets, uses vignettes in three spots and tells each story from two points of view—the travelers' and those waiting for the passenger's arrival. Radio also supports. Agency is Bozell & Jacobs/Southwest.

(Continued on Page 8)

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'Esquire' chiefs plot expansion

By STUART J. ELLIOTT

The owners of *Esquire* and 13-30 Group are planning an ambitious multimedia expansion program, with a $25 million price tag, designed to help quintuple their revenues within five years.

The program involves a $10 million venture-capital fund, cable and movie projects, books, three new magazines, enhanced field marketing services and entry into Europe.

Development of the program began when Phillip Moffitt and Chris Whittle, president and chairman, respectively, became convinced that they finally had turned the corner with *Esquire*, which they acquired in 1979. "We now sit down and say, 'Hmmm, what do we do next?' " Mr. Moffitt said. "We're saying, 'Over the next three years, guys, we're going to put $25 million on the table.' "

That money will fund an expansion strategy meant to create, in Mr. Whittle's words, "a family of companies with different bodies of shareholders, reflecting an entrepreneurial style. Rather than a highly tiered conglomerate, there'll be a lot of different, independent units."

This structuring is patterned after their current opera-

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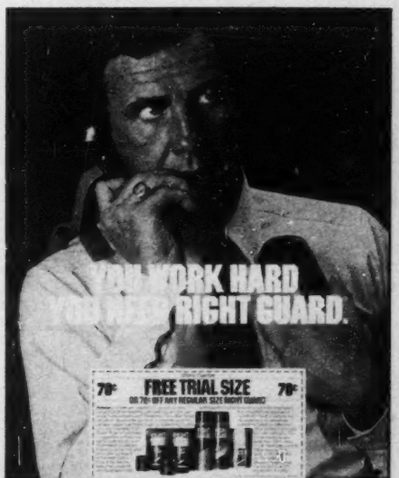


Getting tough

A reborn Right Guard gets a decidedly male-user positioning in Gillette's new $28 million ad campaign (*see story, Page 52*).

Datril again tries price vs. Tylenol

NEW YORK—It's 1975 revisited: Bristol-Myers is running a repeat performance of its classic Datril comparative ad campaign. That campaign said Datril was superior to Extra-Strength Tylenol since the pain relievers were exactly the same and Datril cost less.

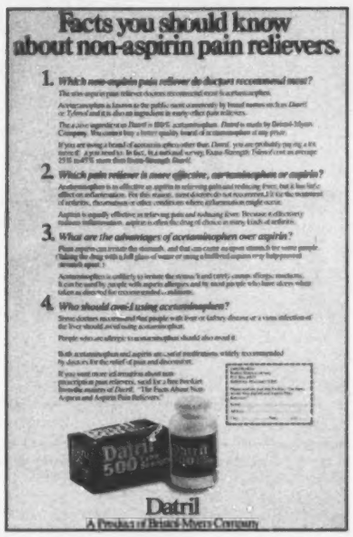
The revival obviously is not due to any award-winning performance eight years ago, since the original Datril campaign lost at least $10 million for Bristol-Myers. But times have changed, say company officials, who now believe the 1975 campaign simply may have been ahead of its time.

This time around, Datril, now known as Datril 500, will spend at an annual national rate of $26 million in its first six weeks on tv, with $1.5 million being spent during the first two weeks (which began March 15) and another $1.5 million going out during the next four weeks. However, Bristol-Myers is not prepared to disclose what it will spend by year's end, said John Loden, director-analgesics marketing.

"We will continue an aggressive program through 1983. It will be competitive and give us a presence," Mr. Loden said, adding that dollars will not be diverted from the company's other analgesic

(Continued on Page 52)

In a national survey, Extra-Strength Tylenol cost an average 25% to 45% more than Extra-Strength Datril, ads say.


Facts you should know about non-aspirin pain relievers.
1. Which non-aspirin pain reliever do doctors recommend most?
2. Which pain reliever is more effective, acetaminophen or aspirin?
3. What are the advantages of acetaminophen over aspirin?
4. Who should avoid using acetaminophen?
Datril
A Product of Bristol-Myers Company

Aid nations via electronics: Ney

By MORRIE GELMAN

LOS ANGELES—The creative community here was asked last week to back a concept that would create a sort of worldwide communications peace corps.

Edward N. Ney, chairman-chief executive officer of Young & Rubicam, told a luncheon meeting of the Television Academy of Arts & Sciences about a plan—the "Electronics Marshall Plan"—that would be modeled after the post-World War II Marshall Plan that aided economic recovery in Europe.

Mr. Ney said his proposal has been 18 months in development. Its objective would be to bring education and information via communications to underdeveloped countries. He said the goal would be "to overcome the perception through-

(Continued on Page 56)

world news roundup

PARIS—Ted Bates Worldwide, J. Walter Thompson Co., Benton & Bowles and Foote, Cone & Belding have joined Young & Rubicam and TBWA in a new group, Ethics & Freedom in Advertising, which is examining grounds for a lawsuit in France or through the Common Market, citing the expanded tv space-selling role the government has granted Havas and Publicis on the new third tv network (AA, March 14).

GENEVA—The All England Lawn Tennis Assn., which will decide next month who gets European tv rights to the Wimbledon tennis games, is sparking a bidding war between state tv authorities, who traditionally broadcast the games, and commercial tv entrepreneurs.

LONDON—Cinzano U.K. has moved its $9.4 million account to Foote, Cone & Belding from Collett Dickenson Pearce, following a directive from Cinzano's headquarters in Switzerland. FCB handles Cinzano in 15 world markets.

ZURICH—Switzerland's low-price Swatch watch made its European debut last week via a multi-million-dollar media campaign by McCann-Erickson. Made by the Eta subsidiary of Asuag, Switzerland's leading watch company, the $20 watch is being tested in the U.S. and will roll out in West Germany in May.

LIMA—The Peruvian government has tightened the reins on imported commercials, permitting only 49% of any commercial to be produced outside the country. Ad execs here fear the government will bow to pressure of local producers and eventually ban all foreign production.

Crest claims get out there first

Colgate ad plan decays

By NANCY GIGES

NEW YORK—Colgate-Palmolive is apparently gearing up for a new campaign for Colgate toothpaste, claiming new research suggests its fluoride dentifrice not only prevents tooth decay but actually reverses the process that leads to cavities.

But its impact is diluted by the fact that rival Procter & Gamble got there first. P&G has broken a new print campaign for top-selling Crest that makes the same claim: "Dramatic new research shows that advanced formula Crest can actually help reverse the process that can lead to tooth decay, even after it's already started."

Early last week, Colgate announced it would be presenting new scientific data on how Colgate toothpaste can strengthen weak tooth enamel. The data were to have been revealed at a dental gathering in Cincinnati, where P&G is headquartered. The announcement also noted that the company plans "a major educational effort to consumers and dentists on the new findings" and quoted A. Courtenay Shepard, vp-general manager of Colgate U.S., as calling the research a "significant new step in our efforts to utilize the most modern technology to improve the nation's oral health."

At first, a spokesman said Colgate initially planned newspaper ads, set to break March 20, and a more expanded program later on. He said he would get answers to other questions, but did not return subsequent phone calls. Later, a company spokeswoman said the company was not expanding on the press release.

While the marketing and scientific people at Colgate were touting the new findings as significant, the financial people began telling Wall Street the research is no big deal.

Shortly after the press release was issued, at least three Wall Street analysts covering Colgate received phone calls from Colgate investment contacts to tell them the scientific data being presented that week were insignificant. The analysts noted that it was somewhat unusual to receive such a phone call, but they pointed out that Colgate stock, which had been performing poorly, moved up 1½ points in one day for no apparent reason. One speculated that Colgate people thought the press release prompted the movement.

Industry sources pointed out that any fluoridated toothpaste can

(Continued on Page 56)

highlights

Monday, March 21, 1983

Don Ohlmeyer, former executive producer of NBC Sports, is planning to bring together the former athletes featured in the Lite beer commercials of Miller Brewing Co. for a two-hour made-for-tv movie next season. *See Page 12.*

Atari kept on shuffling its agency lineup, giving its $12 million home computer account to Wells, Rich, Greene and a special-projects assignment to NH&S/USA, making it the fourth agency for the Warner Communications subsidiary. *See Page 20.*

N.A.P. Consumer Electronics previews its Magnavox compact-disc digital audio systems in department stores in 22 markets as it gears up for a national introduction by summer. *See Page 29.*

National Advertising Division of the Council of Better Business Bureaus challenged Kraft's ad claims, for the second straight month. *See Page 32.*

In response to questions from members of the House telecommunications subcommittee, tv executives and their overseers and watchdogs agreed that specific programing, rather than tv itself, might be bad for children. *See Page 48.*

Beatrice Foods' La Choy subsidiary is ready for a major push of its Chinese foods into Europe. *See Page 48.*

CBS president said he hopes the Federal Communications Commission will vote to lower the domestic-syndication and financial-interest barriers by midsummer, but he is not at all confident it will do so. *See Page 50.*

The prime time saga continues, as ABC and CBS especially set their counterprograming plans as the tv season winds down to a conclusion in April. *See Page 51.*

L'Oreal digs into pockets to come up with $8 million for advertising, which will help support its new Creme Riche lipsticks. *See Page 52.*

General Foods plans to outspend Borden by 100% in the battle of the diet soft-drink mixes. *See Page 52.*

A federal judge ordered Jovan's Omni Cosmetics division to temporarily stop making certain advertising and labeling claims for its 2nd Debut Moisture Retention products. *See Page 52.*

The nation's baby boomers are ready for adult toys like four-wheel-drive vehicles, and American Motors Corp. is finally ready for those 19-to-36-year-olds. *See Page 56.*

Titsch Communications will start a research division with the former head of Chilton Co.'s research service, while Chilton is phasing out its fulfillment operations. *See Page 57.*

Saatchi & Saatchi Compton Worldwide has created a new board to run the merged agencies. *See Page 57.*

CORPORATE CLOSEUP

Verbatim Corp. broadens its view of the market for "floppy discs" and has started a new ad campaign aimed at the company's ultimate users—the consumer market. *See Page 4.*

VIDEOTECH

Marketers of videogame hardware and software are setting their sights on improved graphics, a growing interest in 3-D and expansion into the burgeoning home computer field. *See Page 33.*

MAGAZINE

A too-long-forgotten genius, Obie Winters, was a master of words. He invented the "athlete's foot" phrase and also dreamed up the concept that ultimately resulted in the creation of General Foods. *See Page M-4.*

Quit-smoking programs abound in the U.S. But do they live up to all their promises? *See Page M-10.*

Chicago: As the city celebrates its sesquicentennial, it basks in pride at having won the chance to host the 1992 World's Fair. *See Page M-81.*

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Generale set to buy Mother's

By JANET NEIMAN

Generale Biscuits of America, Elizabeth, N.J., has negotiated an agreement to acquire Mother's Cake & Cookie Co. of Oakland, Cal., pending approval by the U.S. and French governments.

The acquisition of Mother's, which has annual sales of about $75 million, would "complete the circuit" of Generale Biscuits' growing U.S. operations by giving it coast-to-coast presence, according to Pierre Jean Everaert, president-chief executive officer of the U.S. arm of the Paris-based company. It purchased Burry Biscuit Co. from Quaker Oats in 1980, and last year bought Niles, Ill.-based Salerno-Megowen, which was divested under government mandate by British-based Huntley & Palmer when the latter company was purchased by Nabisco.

Generale Biscuits markets cookies internationally under the LU label (derived from the initials of the original company's founder Louis Lefevre-Utile).

In the past year, Generale Biscuits has rolled its upscale Burry LU line from its original East Coast markets through the Midwest, using the Salerno distribu-

(Continued on Page 56)

P&G's 'cookie monster' on Kansas City rampage

By JANET NEIMAN

KANSAS CITY, MO.—Lynn Nelson, from Weatherby Lake near here, first heard about the new line of Duncan Hines chocolate chip cookies at her Weight Watchers class, where cohorts were praising themselves for resisting the direct-mail samples sent to 60% of the 493,500 households in this metropolitan area.

"So I got some for my son. Of course, I tried them; I haven't been back to Weight Watchers since. They're the greatest, the best store-bought cookies. They're habit-forming. There are very few products I'm so gung-ho about."

Three bags of Duncan Hines cookies and a bag of Nabisco's I Screams cookies adorned Mrs. Nelson's grocery cart when she was interviewed recently at a Safeway store here. Pointing to the chocolate chip cookies, she admitted: "I'm hoping I can eat these and my son'll eat those," glancing at the I Screams.

Less than two months after entering its Duncan Hines cookies into market tests here, Procter & Gamble appears to have another winner in a category entirely new for the company, creating a cookie monster that could cause some well-known little elves to hang themselves from the branches of the Hollow Tree.

One grocery warehouse that typically moves 300 cases of other packaged-cookie brands on a store ad reported moving 972 cases of Duncan Hines cookies in one week recently. Grocery buyers already were reporting that Chicago baker Schulze & Burch, which makes the cookies for P&G, was having problems supplying some flavors in the chocolate-chip line, which includes plain, peanut butter, mint, butterscotch and almond fudge. Even buyers who expected the line to be successful are having trouble fathoming its impact:

- "This is probably the most successful introduction of a new item our people have seen in a long, long time," said James Klein, a P&G foods buyer at Milgram Food Stores, a major local chain.
- "There's no doubt they're outselling all the others," said Ron Ferguson, the order clerk at one Save Mart combination store.
- "They've done better than even P&G thought they would," said Terry Ryan, the buyer for Safeway here.
- "They could sell the crap out of 'em [nationally] now, but production will hold them back, as opposed to fear [they'll] fail," said a buyer who asked to remain anonymous.

Consumers began buying Duncan Hines

(Continued on Page 54)

The order clerk at a Kansas City Save Mart store swears he restocks the end-aisle display of Duncan Hines cookies daily, but at about 5 p.m. one day recently, it was more than half sold out.

Tracking the market test

Second in a series

Retail shelves feel Always squeeze

By JENNIFER ALTER

MINNEAPOLIS—Procter & Gamble's re-entry into the feminine hygiene market is causing big retail headaches in this North Central region, as it puts the squeeze on store shelf space.

The coming test of Always, a 10-item line of maxipads, minipads and pantiliners, plus the competitive reaction it has ignited, is forcing retailers to make some tough decisions about inventory. And no marketer, P&G included, is escaping the effects.

"I originally thought I would take on the whole [Always] line, but I've had second thoughts," says a retail buyer for a major distributor. "I ordered everything but the pantiliners in the 48 size, and then when Kimberly-Clark came in I thought, 'there's just not going to be enough room for all of this.'"

That buyer says he already has put the 12-count minipads and the 12-count deodorant maxipads on his discontinued list, and he has serious questions about even the 12-count nondeodorant maxipads.

Jim Fix, manager of buying services for Red Owl, a major distributor here, is running into the same obstacle. Although he is taking on all 10 Always items, he has ordered only the 30-count packages of Johnson & Johnson's new "super" Sure & Natural and Tampax's "super" Maxithins.

Tampax, which had been testing its super in Atlanta and Pittsburgh since last fall, has just moved it into the Twin Cities. Sure & Natural's super form is being rolled out across the country.

Of his rationale in ordering all 10 Always items, Mr. Fix says, "I think it's important to give new brands a chance," he says. "The smaller counts become almost a trial size." The Sure & Natural and Maxithins products "to me were just line extensions," he continues.

Presumably to help force distribution of the new Maxishield, Tampax is planning a coupon drop on the super product *only*.

Although J&J had already

(Continued on Page 55)

Four A's readies new credibility credo

By TOM BAYER

DORADO P.R.—Proposals aimed at improving advertising and its image dotted the Southern region meeting of the American Assn. of Advertising Agencies here last week.

Leonard S. Matthews, president of the Four A's, said the only real way to improve the image of advertising is by actions. To that end, he said, the association is proposing a new credibility credo that is simpler than the original Creative Code adopted in 1962. The new credo, still being hammered out, encourages advertising that contains objective claims supportable by professional or scientific authority, authoritative testimonials and only supportable implied claims. The credo also urges that ads be free of misleading statements and any disparagement of competitors, and inoffensive to public decency.

Jerry Della Femina, chairman of Della Femina, Travisano & Partners, New York, told Four A's members that the lack of interest in advertising on the part of young people is the industry's single biggest challenge. "Is advertising to become a decaying, dying industry? Where will the greatest creative minds come from?" he asked.

Creative people are becoming older, and "I don't know of any up-and-coming creative people under 30. The best and brightest just aren't there."

To solve that problem, Mr. Della Femina proposed creation of a Four A's-sponsored Bill Bernbach Awards competition in which the 50 best young writers and 50 best young art directors would be recognized and encouraged. It would be named in honor of the late founder of Doyle Dane Bernbach.

Referring to advertising criticism, Mr. Matthews said: "We must maintain that advertising is salesmanship. It is unabashed advocacy, and whether it succeeds in its role as the most efficient kind of selling depends upon its being allowed to continue as a strong advocate for products and services versus becoming a public utility kind of vehicle for consumer information."

Mr. Matthews added that it is his personal opinion that comparative advertising is the greatest single source of misleading advertising today. "It does not serve consumers well, it diminishes the reputation of both companies, tars the image of advertising generally and I'd like to see it go away," he said, noting however that the FTC encourages comparative ads even though 40% of the complaints brought before the NAD stem from comparative advertising.

Jack Bowen, chairman of Four A's and president of Benton & Bowles, again asked for help in his plan to improve advertising's image, by improving the product and by

(Continued on Page 51)

Burger tiff shifts ad awareness

By JOSEPH M. WINSKI

adWatch

Burger King's controversial and attention-getting comparative advertising campaign of last fall seems to have produced only a short-lived boost in awareness of the company's advertising.

Looked at another way, Burger King began its latest wave of McDonald's-chiding advertising in the nick of time. (It began early this month.)

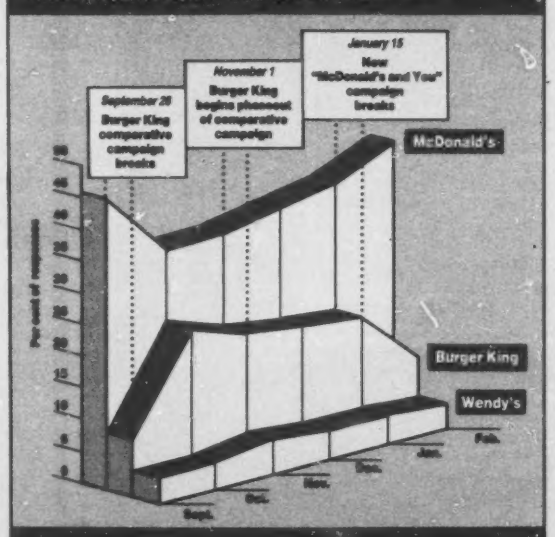
Ad awareness in the fast-food industry in February, six months after Burger King fired its first salvo, was virtually the same as it was before the "burger wars" began. Which is to say that McDonald's once again has a commanding lead over Burger King in advertising awareness.

According to adWatch, a monthly survey of consumer awareness of advertising, McDonald's ad awareness rose 3.9 percentage points in February, to 43.6% of all respondents asked to identify the fast-food advertising that first came to

(Continued on Page 53)

Fast-food: Back to the beginning

Question: Of all the advertising for fast-food restaurants you've seen, read or heard in the past 30 days, which comes first to mind?



Note: Surveys are conducted from the 1st through the 21st of each month.

Source: SRI Research Center, Inc., Lincoln, Neb. Ad Age chart by Bob Zeni

Here's the word on surveys about burger favorites

By CHRISTY MARSHALL

Sometimes it is just a matter of how you ask the question.

When Burger King sent a survey company into the field to query fast-food fanciers on which they preferred, flame-broiled or fried hamburgers, they found a 3-to-1 preference for the open-flame, or flame-broiled, method—Burger King's own. The Miami-based company and its agency, J. Walter Thompson USA, immediately incorporated that finding into a comparative campaign that was launched last fall and relaunched a few weeks ago (AA, March 7).

But when Leo Shapiro, president of the Chicago-based market research company, Leo Shapiro & Associates, conducted his own survey, he rephrased the question and came up with distinctly different answers. "If you have two methods of cooking and it's a

(Continued on Page 53)

Burger surveys

(Continued from Page 3)
verbal survey, the choice of words could influence the outcome," Mr. Shapiro said in explaining why he decided to conduct his own survey.

Mr. Shapiro had been asked to comment on the Burger King comparison campaign by "Business Times," the morning business-news program on Entertainment & Sports Programming Network. Before agreeing to comment, Mr. Shapiro had his company survey 308 fast-food customers.

After establishing that the person interviewed had eaten at a fast-food restaurant in the last six months, the interviewer asked: "Thinking about the way that you really like to have your hamburger cooked when you eat at a fast-food restaurant, do you prefer a hamburger that is grilled on a hot stainless-steel grill or cooked by passing the raw meat through an open gas flame?"

The answer? Shapiro's researchers found 53% preferred their burgers from that stainless-steel grill. This means they opted for McDonald's fried over Burger King's open flame.

Then the interviewer added yet another dimension that further widened the gap.

"Here are descriptions of how two fast-food restaurants handle hamburgers after they are cooked but before they are served," the questioner said. "The chain that grills on a hot stainless-steel griddle serves its cooked hamburgers at the proper temperature without having to use a microwave oven. And the chain that uses the gas flame puts the hamburgers after they are cooked into a microwave oven before serving them. Just knowing this, from which of these two chains would you prefer to buy a hamburger?"

McDonald's hot stainless-steel griddles and microwave-less restaurants won again. This time they pulled in an 85% preference, or a 5½-to-1 margin over BK.

As "Business News" marketing reporter Bob Krulwich quipped, when the fried vs. flame-broiled issue is brought up next time, McDonald's should answer with one word: "Microwave."

A Burger King spokesman said the "full cooking process" is flame-broiled "but the flame-broiling tends to be a one-at-a-time cooking process.

The hamburgers do come off one-at-a-time, so in rush periods the microwave is used to preserve the "optimum serving temperature" and to melt the cheese.

Burger King continues to refuse to provide details on its survey, the name of the company that conducted it or to describe the survey method beyond saying it was national, done by a nationally known public opinion company, that the question asked was, "Do you prefer your hamburgers flame-broiled or fried?" and that they are completely satisfied with the survey.

"We found the word 'fried' was unappetizing," Mr. Shapiro said. "You don't eat fried foods. The word 'cooked' is neutral, and 'open gas' is more precise but less appetizing [than Burger King's "flame-broiled" description]."

The most significant finding of the survey, in Mr. Shapiro's mind, is how important the method of cooking and serving was to the hamburger consumer.

"Both surveys are true," Mr. Shapiro said. "But what you learn if you put the two surveys together is that the method of serving is very important to customers."

Burger ads shift in awareness

(Continued from Page 3)
mind of all seen or heard in the previous 30 days. An increase or decrease of more than 2.7 points is statistically significant under adWatch methodology.

Burger King, meanwhile, suffered a 7.3 point drop in awareness in February. That was one of the steepest declines of any advertiser surveyed since adWatch began last April. Only McDonald's 10-point decline last October, when Burger King's comparative campaign was at its zenith, was substantially larger than BK's February drop.

The net result: McDonald's led BK 45.6% to 8.4% last September—and 43.6% to 10.8% last month.

It's important to note that the survey was conducted from Feb. 1 through Feb. 21, before Burger King launched what it calls its "second round of comparative advertising" during the first weekend this month. That spot claims hamburger eaters prefer flame-broiled burgers (Burger King-style) to the fried version (McDonald's-style) "by nearly 3 to 1."

Whether the new effort has the same dramatic effect as the first, which helped triple BK's ad awareness in October, is debatable. For one thing, some skeptics say, the "shock value" inherent in last fall's campaign has dissipated.

In addition, McDonald's is continuing to spend heavily on its "McDonald's and You" campaign, which is attracting considerable attention. The campaign broke Jan. 15 and may be a major reason for the opposite movements in awareness by McDonald's and Burger King last month.

In another fast-food development last month, Wendy's for the first time fell from the top three in ad awareness. It was replaced by Hardee's, whose advertising was named by 4.2% of the respondents (up from 3.4% in January), compared with the 3.7% who named Wendy's. That was Wendy's lowest adWatch score yet.

AdWatch, a joint project of Advertising Age and SRI Research Center, Lincoln, Neb., measures ad awareness by asking consumers to name the first advertising that comes to mind of all seen or heard in the previous 30 days in each of 20 product categories. The poll, conducted by telephone, covered a national random sample of 1,250 consumers in February.

As expected (AA, Feb. 28), Diet Coke in February became the No. 3 soft drink in advertising awareness. Advertising for the new product, available in about 80% of the country during the survey period, was named by 7.8% of consumers as that first coming to mind, up from 5.8% in January. Diet Coke knocked 7UP (a 6.9% score in February, down from 7.3%) from the top three in soft-drink ad awareness for the first time since adWatch began.

Coca-Cola remained No. 1 with a score of 22.4% (down from 25.2%) and Pepsi-Cola again was No. 2, with a score of 18% (vs. 18.6%).

The only advertiser other than Burger King and McDonald's to post a significant (more than 2.7 points) change in ad awareness in February was Eastman Kodak, which continued its post-Christmas slide with a 3.4 point drop to 18.1%. Canon was No. 2 in cameras and equipment with a score of 11.2%, and Polaroid was No. 3 with 9.9%.

The only new category leaders last month were Miller, replacing Budweiser in beer, and Estee Lauder, replacing Charlie in cosmetics and fragrances.

For more information, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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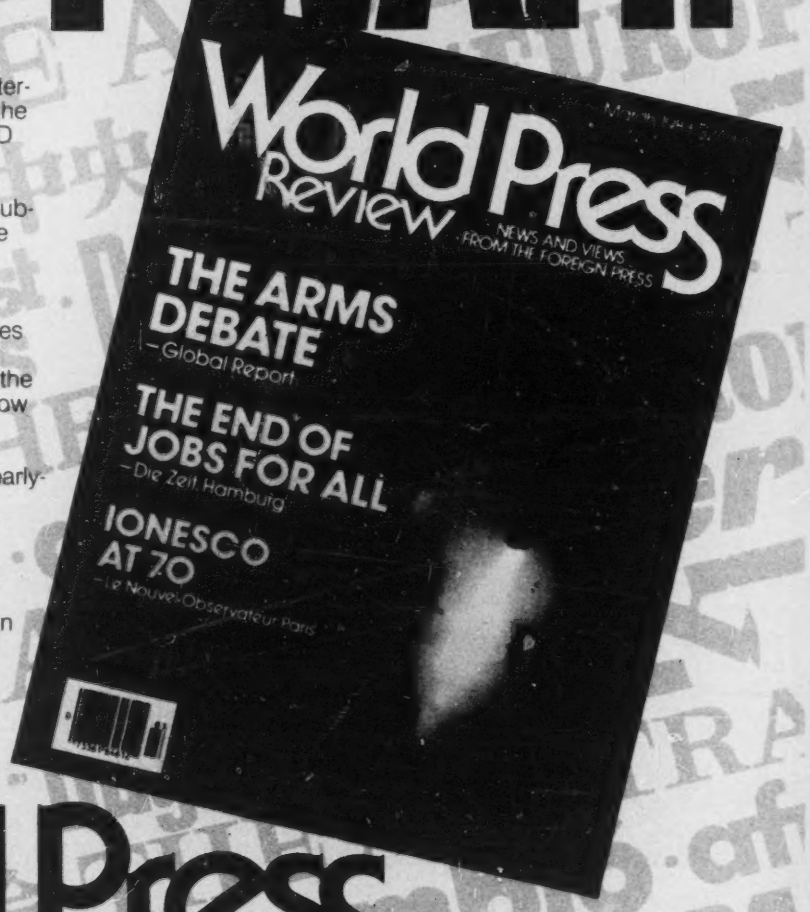

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Godfrey's ad style was revolutionary

By JAMES P. FORKAN

NEW YORK—The death here March 16 of broadcasting personality Arthur Godfrey at 79 brought forth fresh tributes to his unique ability to blend a folksy, avuncular style with the boldness of an iconoclast. This talent, epitomized by informality and irreverent humor, revolutionized advertising.

His manner of delivery of commercials as a CBS radio and tv performer captivated audiences and earned him, besides millions of dollars, honored status as a legendary communicator.

Mr. Godfrey, who died at Mount Sinai Hospital from emphysema and pneumonia, was estimated, at his peak of popularity in the mid-1950s, to have had a CBS Radio morning audience of 40 million people and more than 80 sponsors, plus 85 million viewers for his two prime time tv series. His shows reportedly translated into 12% of CBS' total revenues at the time.

He began his radio series in 1945 and was being paid $1 million a year by CBS by 1950. He was perhaps most closely identified with Thomas J. Lipton Inc.'s tea and soups. "The ole redhead," as he called himself, would ad-lib his commercial spiels rather than stick to the script. In 1960, Mr. Godfrey labeled as "jerks" the admen at Lipton, Toni Co. and their agencies who were made uncomfortable by his relatively freewheeling approach—an approach that somehow always brought the required copy points to his listeners.

"Arthur Godfrey's Talent Scouts," which began its tv run in December, 1948, was followed, in January, 1949, by "Arthur Godfrey & His Friends." In 1950, Lipton's parent, Lever Bros., joined Mr. Godfrey's radio sponsor roster.

In summer, 1958, faced with a major change in tv/radio sponsorship, Mr. Godfrey told viewers in a live commercial for Chase & Sanborn coffee that "Lipton tea is the best that you can buy, and I think Chase & Sanborn holds the same top spot in coffee." Two years later, when he was preparing a "Candid Camera" tv revival, Mr. Godfrey became spokesman for rival Tetley tea, and in a 1960 ADVERTISING AGE interview he said he saw no hypocrisy in that move since "Lipton is a good product, so is Tetley. As far as I'm concerned, it's superior, but I didn't know about it for the 12 years I was on Lipton." (Mr. Godfrey in the early 1950s also gave up Chesterfield cigarets as a sponsor and as a smoke for health reasons; in 1959, he lost a lung to cancer).

The CBS veteran, who in 1957 gave up his Wednesday tv show, saw his tv career dip following his 1959 surgery, but he remained a formidable figure in radio. CBS in 1968 expanded his half-hour "Arthur Godfrey Time" to seven days weekly from five, and by the time he left CBS Radio in spring 1972, he accounted for nearly 20% of the network's ad volume; he was replaced by various brief news and feature programs.

Following that, he did at least two syndicated radio shows, in 1972 and in 1981, several CBS prime time specials and numerous ad endorsements for Bristol-Myers (for Disolve soluble aspirin), Chrysler Corp. and other national and local accounts.

Colgate-Palmolive also had backed some of his CBS tv specials in 1968-70, and used him as ad spokesman for its toothpaste and Axion detergent. The Axion contract ended after two years in 1970, when Mr. Godfrey said, "I felt like a cuckolded husband" upon learning that Axion was a pollutant because of its phosphate content. Earlier, Mr. Godfrey, an ardent environmentalist, fought for and won a disclaimer in Axion ads. Those ads said that while Axion does pollute some, Colgate was working on the problem.

Informal, ad-lib delivery made Arthur Godfrey popular with audiences and advertisers as well. In this 1969 photo he touts Aunt Jane's pickles, one of many sponsors of his shows.

DON'T BE FOOLED BY OUR NAME.

Bon Ami, Bigelow Tea, and Red Star Yeast weren't.

There's a lot more to *Organic Gardening* than organic gardening—

So, you'll find a lot more than sellers of seed on our advertising pages these days.

Garden-products and outdoor power equipment companies are there in force, naturally. Talking to twice as many subscribers as they can reach in any other gardening magazine.

But so is Chevrolet. And True Temper. As well as other manufacturers of kitchen appliances, home-energy products, pick-up trucks, and much more.

They know that, in *Organic Gardening*, they can deliver their message to 1,300,000+ subscribers* with a special commitment to achieving the better life. And a special willingness to spend whatever it takes—in energy, time, or dollars.

Sanford T. Beldon, our publisher, can tell you more about this magazine that's never hedged in by its gardening name. Call him at (215) 967-5171. Or write: *Organic Gardening*, Emmaus, PA 18049.

* ABC

Organic Gardening
A RODALE PRESS PUBLICATION

The service magazine for the New Spirit in America

DFS gets Toyota in Australia

NEW YORK—Dancer Fitzgerald Sample has moved a giant step closer to becoming Toyota Motor Sales' worldwide ad agency.

Australian Motor Industries, the manufacturer and distributor of Toyota vehicles, gave DFS-Australia, a new agency formed largely to serve Toyota, more than $12 million worth of car and truck business in Australia.

DFS, a Toyota agency in the U.S., Saudi Arabia and Canada, last year gained the auto maker's business in Tokyo after linking up with the Nippon Design Center, a graphics-oriented production house owned by a host of major Japanese marketers, including Toyota *(see related story, Page 10)*.

DFS also is trying to gain a presence in the Philippines, Hong Kong and Singapore, markets that Toyota is trying to build. "With the Australia base, we are looking to developments in that part of the world," said William Vickery, chairman of DFS International.

corrections & clarifications

- The following publications incorrectly reported their linage figures. They should read: *International Herald Tribune* January, 1983, 54.9 pages; *Technology Illustrated* January-February, 1983, 30.8; *Miami Herald* January, 1983, 55.0, and *Popular Science* February, 1982, 85.1; January-February, 1983 and 1982, 146.9 and 147.7, respectively (AA, Feb. 21, P. 55).
- Foote, Cone & Belding, Chicago, handles Coors' "people-oriented" ad campaign (AA, March 7, P. M-4) for the beer's entry into southern states. Also, two people supervising the campaign should have been identified as members of FCB's staff—Mike Rogers, executive creative director, and Jim Martin, senior vp-broadcast.

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*March*

	Current month		Year-to-date	
	1983	1982	1983	1982
— Art & antiques —				
American Artist	49.7	54.1	153.1	160.4
Antiques	136.0	153.2	424.3	481.7
Art & Antiques (6X)	60.3	52.9	137.2	114.5
Art in America (11X)	116.0	116.0	282.3	340.1
Portfolio (6X)	77.3	78.8	125.8	127.8
Southwest Art	89.4	109.1	290.5	321.1
Total Group	**528.7**	**564.1**	**1,413.2**	**1,545.6**
% change		**−6.3%**		**−8.6%**
— Auto/cycle/rec. vehicles —				
AutoWeek	118.0	159.3	335.3	369.3
Car & Driver	74.6	81.5	193.0	213.5
Car Collector & Car Classics	20.5	19.5	61.1	66.2
Car Craft	73.3	78.6	192.4	181.7
Cycle	86.2	127.3	196.5	246.8
Cycle Guide	63.0	77.4	134.6	160.9
Cycle World	78.7	106.2	167.0	196.0
Dune Buggies & Hot VWs	60.1	52.7	174.1	145.1
Family Motor Coaching	131.7	102.6	346.2	278.4
4 Wheel & Offroad	55.6	39.6	157.2	107.6
Four Wheeler	39.9	26.9	104.3	75.5
Hot Rod	55.1	67.6	142.9	139.2
Motorcyclist	64.0	77.9	128.4	159.0
Motor Trend	55.7	58.0	150.8	142.3
Motorhome	73.8	68.6	190.4	128.7
Pickup, Van & 4 WD	33.4	26.4	83.9	70.5
Road & Track	98.1	87.2	343.2	237.0
3 Wheeling	21.5	20.9	68.8	48.5
Trailer Life	107.0	108.0	267.8	273.5
Total Group	**1,310.2**	**1,388.2**	**3,457.9**	**3,239.7**
% change		**−5.6%**		**+6.7%**
— Boating & yachting —				
Boating	130.3	124.5	366.4	379.3
Chesapeake Bay	27.1	25.6	77.2	72.2
Cruising World	140.0	130.5	385.5	368.5
Lakeland Boating	67.4	52.1	148.1	150.4
Motor Boating & Sailing	139.5	145.7	479.0	474.9
Rudder	37.3	29.7	73.9	69.1
Sail	130.2	191.4	352.2	498.8
Sea & Pacific Skipper	89.6	80.7	223.7	230.3
Trailer Boats	29.3	24.3	75.9	74.5
Yachting	157.5	186.5	438.7	611.4
Total Group	**958.2**	**997.0**	**2,670.6**	**2,929.4**
% change		**−3.9%**		**−8.8%**
— Canadian —				
L'Actualite	50.8	48.2	117.8	135.0
Chatelaine:				
English Edition A.	94.7	85.2	240.1	224.7
French Edition	87.8	63.4	212.1	180.3
Financial Post Magazine A.	35.9	44.9	89.5	102.2
Flare A.	61.8	51.4	107.4	99.0
Homemaker's Magazine	78.9	87.1	175.4	176.1
Madam Au Foyer	63.8	64.8	138.0	125.5
Maclean's A. (52X)	135.4	150.7	285.8	311.2
Quest Magazine (8X) A.	48.5	59.1	48.5	59.1
Reader's Digest:				
Canadian-English A.	93.7	87.5	208.8	212.4
Canadian-French A.	79.5	95.4	184.9	227.3
Toronto Life	102.0	104.0	212.0	243.0
Total Group	**932.8**	**941.7**	**2,020.3**	**2,095.8**
% change		**−0.9%**		**−3.6%**
— Civic/fraternal —				
American Legion	31.1	33.1	109.1	115.1
Elks Magazine (10X)	24.5	22.5	92.2	80.7
Kiwanis Magazine	13.0	13.4	50.7	39.5
Lion (10X)	6.7	5.7	18.5	17.7
Moose Magazine	28.0	31.0	56.0	62.0
Rotarian	9.8	9.2	40.8	44.3
V.F.W. (10X)	31.8	25.7	108.4	90.3
Total Group	**144.9**	**140.8**	**475.7**	**449.6**
% change		**+3.1%**		**+5.8%**
— Comics —				
Archie Comic Group (6X)	—	—	10.0	10.0
DC Comics	8.0	7.0	26.0	21.0
Harvey Comic Group	—	8.0	—	24.0
Marvel Comics Group	10.0	10.0	30.0	30.0
Total Group	**18.0**	**25.0**	**66.0**	**85.0**
% change		**−28.0%**		**−22.4%**
— General —				
American Forests	11.3	10.9	35.5	38.1
American West (6X)	22.3	25.8	51.7	44.2
The Atlantic A.	45.0	21.6	115.0	63.6
Audubon Magazine (6X)	40.2	38.7	71.1	63.8
Bon Appetit A.	84.0	83.8	218.5	214.1
Changing Times	51.9	43.3	110.5	104.9
Cuisine Magazine	34.1	50.0	90.7	114.8
Ebony	96.2	81.7	242.1	212.7
Fifty Plus	28.3	32.0	81.0	95.0
Games	27.7	25.5	90.0	51.8
Geo	34.7	18.0	83.3	54.0
Gourmet	76.1	68.0	178.0	170.3
Harper's Magazine A.	14.3	18.2	48.2	46.2
Let's Live	66.3	73.1	198.0	223.6
Life	39.0	41.4	157.8	153.6
Modern Maturity (6X)	—	—	40.6	33.2
Money	126.5	107.7	296.0	281.6
Moneysworth (4X)	17.2	15.7	34.6	49.2
Mother Earth News (6X)	58.9	55.1	121.2	106.2
Museum (6X)	—	—	23.0	38.0
National Geographic	39.9	20.7	75.3	58.8
Natural History	40.1	32.9	110.3	92.9
Prevention	71.0	72.1	221.6	214.4
Psychology Today	28.7	32.8	70.2	106.0
Reader's Digest A.	63.4	89.3	196.3	225.9
Saturday Evening Post (9X)	53.8	49.1	100.0	96.3
Signature	78.1	62.2	171.3	163.1
Smithsonian	98.9	82.5	226.7	223.2
Success	37.8	32.6	112.9	78.5
Town & Country	158.6	128.4	396.5	314.6
Travel/Holiday	59.2	65.0	144.3	153.7
Travel & Leisure	114.5	121.1	241.2	257.6
Video	63.3	52.0	193.5	149.5
Video Review	58.0	63.7	187.3	190.6
Writers Digest	24.3	25.6	74.0	75.6
Yankee	81.8	77.7	255.4	242.9
Total Group	**1,946.4**	**1,818.2**	**5,003.8**	**4,802.5**
% change		**+7.1%**		**+4.2%**
— Home —				
Americana (6X)	40.0	35.6	70.8	62.0
Architectural Digest A.	138.8	134.7	310.9	314.6
Better Homes & Gardens	111.1	102.9	261.4	272.7
Colonial Homes (6X)	73.3	64.4	122.8	123.5
Country Journal	45.1	43.9	145.2	140.2
Country Living	49.2	32.1	134.4	68.6
Dallas/Ft. Worth Home & Garden	63.1	48.5	170.2	135.3
Early American Life (6X)	26.8	30.7	51.3	66.6
Family Food Garden (6X)	—	—	125.2	100.0
Family Handyman (10X) A.	70.8	71.8	200.4	202.3
Flower & Garden (6X)	—	—	53.2	62.1
Home	46.0	23.0	94.4	81.1
Homeowner's How To (6X)	39.2	27.5	70.1	55.3
Horticulture	35.2	25.9	114.2	104.6
House Beautiful	92.6	75.0	225.9	197.9
House & Garden	51.8	94.8	195.5	248.3
Houston Home/Garden	97.0	101.3	261.8	276.9
Metropolitan Home	55.4	60.5	155.6	165.1
New Shelter (9X)	35.7	41.9	142.4	124.8
1001 Home Ideas	30.0	22.2	91.4	70.0
Organic Gardening	84.5	75.7	284.4	261.4
Phoenix Home/Garden	46.7	50.2	129.1	143.7
San Diego Home/Garden	62.5	44.8	186.8	140.7
Southern Accents (4X)	—	—	81.3	80.6
Southern Living	141.3	126.4	321.8	312.3
Sunset Magazine A.	161.0	159.7	353.2	359.6
Texas Homes	72.9	85.3	202.0	212.1
Workbench (6X)	66.5	66.4	134.5	132.4
Total Group	**1,736.5**	**1,645.2**	**4,690.9**	**4,514.7**
% change		**+5.5%**		**+3.9%**
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	—	—
Alaskafest	43.0	45.8	110.7	112.9
American Way	92.9	59.8	235.3	171.4
East/West Network:				
Amtrak Express	50.5	34.8	113.7	103.1
Continental	62.5	48.5	166.7	142.0
Eastern Review	113.5	70.3	280.5	226.5
Ozark	51.0	38.8	111.3	111.5
PSA Magazine	85.0	88.2	216.6	234.7
Pan Am Clipper	41.7	40.5	118.7	113.0
Republic Scene	57.8	—	134.8	—
United	95.0	72.7	230.3	192.0
USAir	63.3	37.2	153.8	113.4
Western's World	63.0	—	156.2	—
Halsey Publications:				
Air Cal	28.0	—	70.0	—
Delta Sky	79.7	54.0	178.5	132.0
Skylite (6X)	17.3	14.5	48.8	33.5
Hawaii	16.3	23.2	49.3	69.7
Pace (6X)	33.1	29.7	52.5	57.9
Spirit of Aloha	16.0	24.6	46.6	70.6
Southwest Airlines	106.3	100.7	281.3	248.5
Webb Publications:				
Frontier	36.8	38.3	108.6	112.3
Northwest Orient	39.0	28.5	104.6	85.0
TWA Ambassador	53.2	38.5	131.2	115.5
Total Group	**1,244.9**	**888.8**	**3,100.0**	**2,445.5**
% change		**+40.1%**		**+26.8%**
— Men's —				
Esquire A.	128.0	62.0	228.0	137.7
Firehouse Magazine	45.0	44.7	112.8	105.8
Gentlemen's Quarterly A.	151.2	117.3	277.4	253.1
Penthouse A.	54.6	82.1	154.7	192.6
Playboy A.	66.1	120.8	212.5	308.0
Total Group	**444.9**	**428.9**	**985.4**	**997.2**
% change		**+4.2%**		**−1.2%**
— Metropolitan —				
Aloha (6X)	25.5	28.0	49.3	58.5
Atlanta	64.0	61.8	137.0	178.9
Baltimore	50.6	48.3	154.5	158.6
Boston	121.8	106.0	347.0	322.2
California	61.5	77.3	143.8	177.9
Carolina Lifestyle	29.2	—	55.7	—
Charlotte (10X)	27.3	16.0	65.3	38.0
Chicago	120.2	136.7	293.7	336.8
Chicago's North Shore	74.5	54.4	218.6	169.3
Cincinnati	50.1	53.2	146.2	158.6
Cleveland	69.9	45.7	178.8	132.0
Coast (52X)	272.4	311.5	396.4	452.9
Columbus Monthly	56.9	76.8	148.8	188.3
Commonwealth	36.7	77.5	78.4	212.6
Connecticut	65.6	51.1	201.6	205.2
Country Magazine	25.8	25.3	65.2	60.7
County Life	—	—	—	—
D/Magazine, Dallas/Ft. Worth	104.8	97.6	274.5	279.9
Denver	—	—	—	—
Exclusively Yours, Wisconsin	54.0	60.3	162.8	170.9
Grand Rapids	51.6	44.7	127.3	123.8
Gulfshore Life (10X)	78.5	97.0	231.3	257.0
Honolulu	59.6	65.9	179.9	181.6
Houston City	56.3	59.8	159.6	156.7
Indianapolis	38.8	61.7	130.4	180.7
Kansas City	25.3	18.0	79.0	60.9
Long Island Life	—	—	—	—
Los Angeles	172.0	177.5	474.0	507.5
Louisiana Life (6X)	70.5	56.9	141.5	104.9
Madison	29.0	32.0	119.0	112.0
Miami	77.3	83.7	251.4	277.5
Milwaukee	10.6	26.7	10.6	63.2
Minneapolis/St. Paul	75.5	91.4	203.7	210.9
Monthly Detroit	56.6	46.8	155.3	137.9
Nashville	—	—	—	—
New Jersey Monthly	48.8	44.3	135.0	146.5
New Mexico	22.7	28.3	57.8	78.0
Ohio	33.1	33.3	97.8	101.4
Omaha	14.9	21.3	48.5	64.1
Oregon	16.3	16.9	48.0	55.9
Orlando	81.0	79.5	217.0	217.8
Pacific Northwest (10X)	25.1	32.5	41.7	59.3
Palm Beach Life	101.6	117.2	302.9	354.8
Palm Springs Life	148.0	146.5	457.0	467.5
Philadelphia	119.0	117.0	329.3	333.8
Phoenix	70.7	85.4	231.9	250.6
Pittsburgh	54.2	34.0	147.7	116.2
St. Louis	48.5	65.3	140.5	174.7
San Diego	138.7	110.0	368.4	353.5
San Francisco	61.0	51.3	153.2	141.4
San Francisco Focus	43.0	31.7	112.5	95.9
Shenandoah/Va. Town&Country (6X)	38.8	28.8	73.8	57.6
Tampa	35.8	39.4	94.9	100.1
Tampa Bay	—	—	—	—
Texas Monthly	120.5	127.7	272.2	299.4
Twin Cities	46.2	51.3	118.8	129.7
Washington Dossier	39.6	31.3	135.9	101.1
The Washingtonian	142.0	127.5	383.0	350.5
Total Group	**3,561.9**	**3,613.1**	**9,348.4**	**9,741.7**
% change		**−1.4%**		**−4.0%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	28.7	34.6	84.3	91.0
Secrets	28.7	34.6	84.3	91.0
True Confessions	28.7	38.1	84.3	95.3
True Experience	28.7	34.6	84.3	91.0
True Love	28.7	34.6	84.3	91.0
True Romance	28.7	34.6	84.3	91.0
Sterling Women's Group:				
Daytime TV	31.3	30.3	92.4	89.2
Modern Screen	—	—	34.8	34.3
Movie Mirror (6X)	31.3	34.3	31.3	34.3
Photo Screen	—	—	—	32.3
Soap Opera Stars	25.0	25.3	73.5	50.6
TV Movie Screen	31.3	32.6	66.1	33.3
TV Picture Life	—	—	29.3	66.6
Teen Bag (6X)	—	—	2.4	5.0
Total Group	**291.1**	**333.6**	**835.8**	**895.9**
% change		**−12.7%**		**−6.7%**
— Music/entertainment —				
American Film (10X)	35.3	29.8	70.0	55.2
Circus Magazine	20.3	28.8	74.3	85.8
Dance Magazine	65.0	67.0	182.0	184.0
Musician	49.8	45.8	178.2	157.6
Playbill	50.5	50.3	144.8	150.5
Stereo Review	55.2	54.8	140.6	162.0
Total Group	**276.1**	**276.5**	**789.9**	**795.1**
% change		**−0.1%**		**−0.7%**
— Newspaper, Sun. magazines —				
Family Weekly A.	88.0	84.6	266.0	257.5
Parade	76.9	64.7	232.6	212.5
Total Group	**164.9**	**149.3**	**498.6**	**470.0**
% change		**+10.4%**		**+6.1%**
— Outdoor & sport —				
Alaska	41.7	44.7	106.5	131.4
The American Handgunner (6X)	40.9	37.8	77.9	72.1
American Hunter	16.7	11.6	47.1	33.9
American Rifleman	21.5	20.4	69.9	70.2
Backpacker (6X)	49.7	42.1	85.9	78.9
Bass Master (8X) A.	69.8	84.9	170.7	198.5
Bicycling (9X)	104.8	91.1	192.7	157.4
Field & Stream	128.6	101.4	280.3	238.7
Fins & Feathers A.	86.5	56.1	150.1	121.2
Fishing World (6X)	88.1	51.0	84.8	84.8
Florida Sportsman	114.4	67.6	254.0	226.8
Flying	39.5	42.7	100.2	119.7
Fur-Fish-Game	18.6	22.4	64.2	74.3
Golf Digest	140.9	66.0	278.8	216.9
Golf Magazine	64.3	71.0	297.2	336.7
Guns	25.2	29.7	80.9	95.1
Guns & Ammo	44.5	41.2	122.1	115.3
Outdoor Life	86.8	76.1	225.0	193.5
Petersen's Hunting	29.3	22.1	90.4	78.4
The Runner	33.7	26.8	107.9	89.8
Runner's World (13X)	41.8	39.3	112.8	86.2
Salt Water Sportsman	75.7	72.8	201.0	191.3
Shooting Times	31.1	30.1	97.3	85.7
Ski (7X) A.	76.5	75.3	209.7	209.7
Skiing (7X)	62.4	60.8	209.5	196.1
Skin Diver	67.6	57.9	215.9	189.6
Southern Outdoors (8X)	59.8	60.1	100.6	94.3

(X) stands for the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Five issues in 1983. D. Combined issue in 1982. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 39)

	Current month 1983	1982	Year-to-date 1983	1982
Sport	30.3	37.5	91.2	95.6
Sports Afield	110.7	104.9	257.2	281.8
Spray's Water Ski (10X)	39.4	38.3	82.5	88.5
Tennis	73.9	44.0	185.8	146.8
Western Outdoors (10)	41.2	37.0	95.3	100.2
World Tennis	63.5	36.1	121.6	96.8
Total Group	**2,018.2**	**1,720.8**	**4,887.0**	**4,599.2**
% change		**+17.3%**		**+6.8%**

—— Photography ——

American Photographer	54.3	32.3	145.7	131.8
Petersen's Photographic	32.8	45.1	96.9	126.8
Popular Photography	118.0	126.8	344.5	385.1
Total Group	**205.1**	**224.2**	**587.1**	**643.7**
% change		**-8.5%**		**-8.8%**

—— Religious ——

A.D. Magazine (10X)	13.7	17.0	30.8	43.1
BBI Jewish Monthly (10X)	29.1	24.2	69.4	73.1
Christian Herald	44.8	41.8	64.5	72.3
Christian Life	28.9	35.3	77.8	88.1
Christianity Today	81.2	86.5	223.3	231.2
Inside (4X)	70.0	63.1	70.0	63.1
Moody Monthly	68.6	77.2	171.5	207.8
Total Group	**336.3**	**345.1**	**707.3**	**778.7**
% change		**-2.5%**		**-9.2%**

—— Science/electronic/mechanic ——

Computers & Electronics	65.8	67.0	205.7	180.0
Creative Computing	176.2	116.5	544.9	329.7
Discover	40.1	32.0	126.9	97.5
High Technology D.	25.6	33.1	74.4	62.8
Mechanix Illustrated	73.8	77.2	198.4	205.5
Omni A.	66.4	45.5	165.9	142.6
Personal Computing	210.7	129.7	596.3	340.3
Popular Mechanics	105.5	108.1	268.4	279.5
Popular Science	79.5	84.4	226.4	232.1
Science Digest	38.6	24.3	98.9	80.6
Science 83	48.9	34.5	87.2	80.8
Scientific American	51.2	54.5	136.0	208.5
Technology Illustrated D.	29.0	35.9	59.8	73.7
Total Group	**1,011.3**	**842.7**	**2,787.2**	**2,313.6**
% change		**+20.0%**		**+20.5%**

—— Women/fashion/service ——

Bride's Magazine (6X) A.	229.1	211.1	724.0	629.0
Co-ed (10X)	26.3	28.9	85.7	93.4
Cosmopolitan A.	198.7	190.5	503.2	508.9
Essence	87.3	98.1	219.0	228.5
Family Circle A.	175.9	108.0	426.1	327.0
Glamour	182.4	181.1	427.1	412.5
Good Housekeeping A.	169.1	152.5	449.2	421.9
Handmade (4X)	—	—	30.4	21.6
Harper's Bazaar	172.1	159.7	338.8	308.1
Health	31.0	30.3	83.5	88.6
Ladies' Home Journal	106.7	78.7	262.1	200.3
Lady's Circle	11.6	10.2	28.6	25.7
Mademoiselle	149.3	124.5	319.9	305.2
McCall's	94.0	81.2	243.9	209.6
Modern Bride (6X)	199.8	207.6	597.9	629.7
Ms.	40.0	38.2	107.8	105.0
New Woman	—	—	—	—
Parents Magazine A.	78.6	64.0	206.4	189.6
Playgirl	39.1	41.9	121.6	118.3
Redbook	90.9	80.7	230.4	236.3
Self	81.2	58.6	193.3	173.5
Seventeen	107.9	108.9	247.5	270.7
Soap Opera Digest	28.5	34.0	82.0	59.8
'Teen Magazine	51.2	45.7	116.8	116.2
True Story A.	57.4	64.8	168.4	166.1
Vogue	301.5	288.3	647.6	607.3
W Magazine	124.2	116.0	322.2	310.5
Weight Watchers	35.4	38.7	106.7	108.3
Woman's Day A.	111.6	86.6	287.5	246.0
The Workbasket (10X)	31.8	33.5	127.4	129.6
Working Mother	77.9	59.0	188.4	164.9
Working Woman	100.4	87.0	248.2	213.5
Total Group	**3,191.1**	**2,908.3**	**8,141.8**	**7,827.8**
% change		**+9.7%**		**+4.7%**

—— Youth ——

Boys' Life	22.1	18.3	68.2	55.6
Campus Life	78.3	68.1	151.7	169.9
Total Group	**100.4**	**86.4**	**219.9**	**225.5**
% change		**+16.2%**		**-2.5%**

February

	Current month 1983	1982	Year-to-date 1983	1982

—— Business ——

Atlanta Bus. Chronicle (52X)	22.0	16.1	66.8	30.3
Barron's (52X)	182.9	158.0	370.8	308.9
Black Enterprise	66.9	62.8	86.6	81.1
Business Week (52X) A.	331.1	343.1	568.8	580.7
California Business	35.0	53.3	89.0	107.3
Capital District Bus. Review	29.7	27.0	66.2	55.0
Corporate Report/Kansas City	38.9	47.0	81.8	86.9
Corporate Report/Minnesota	71.9	67.5	147.8	129.8
Crain's Chicago Bus. (52X)	115.0	84.2	198.5	161.7
Dallas/Ft. Worth Bus. (52X)	33.0	42.0	70.5	79.5
Dun's Business Month	66.7	61.1	105.6	135.4
Financial World (24X)	55.9	76.6	103.3	141.0
Florida Trend	61.7	63.2	130.8	148.8
Forbes (26X)	187.8	181.4	393.7	361.7
Fortune (26X)	165.1	174.1	292.9	296.8
Hawaii Business	44.2	31.8	86.4	66.7
Houston Bus. Journal (52X)	146.3	160.8	310.0	294.5
Inc. Magazine A.	103.3	73.3	188.0	143.0
Income Opportunities (10X)	66.6	63.8	66.6	63.8
Industry Week (26X) A.	87.3	108.4	165.1	211.1
Indianapolis Business Journal	83.9	58.0	178.7	125.8
Nation's Business A.	27.4	30.7	47.4	58.5
New England Bus. (20X) B.	56.3	54.1	97.5	120.7
New Orleans Citibusiness (24X)	103.4	79.2	215.6	116.6
Pacific Business News (52X)	89.0	74.3	182.7	144.1
Pittsburgh Bus. Times (52X)	38.9	35.1	95.9	78.1
St. Louis Business Journal	88.1	91.3	189.9	174.3
Texas Business	46.1	42.3	79.6	85.3
Venture	60.5	30.8	101.4	64.2
Total Group	**2,504.9**	**2,391.3**	**4,789.9**	**4,577.4**
% change		**+4.8%**		**+4.0%**

—— Newspaper Sunday magazines* ——

Arizona Republic	69.1	91.6	136.8	189.9
Boston Globe	127.0	129.6	270.1	274.2
Chicago Tribune	65.9	68.7	135.5	145.3
Cincinnati Enquirer	69.1	58.5	133.5	121.6
Cleveland Plain Dealer	55.6	60.0	108.2	111.5
Columbus Dispatch	39.6	47.7	71.4	102.8
Dallas Times Herald	76.3	66.9	143.5	134.1
Denver Post	82.6	137.1	164.6	254.8
Detroit News	51.4	86.4	123.7	172.3
L.A. Times Home Magazine	84.3	75.0	116.0	150.4
Louisville Courier-Journal	76.0	73.8	137.7	138.4
Miami Herald	54.0	57.9	109.0	124.8
New York News	48.8	57.9	90.5	103.8
New York Times Magazine	336.7	243.3	537.3	499.9
Philadelphia Inquirer	53.8	53.1	106.2	108.9
Toledo Blade Magazine	54.4	58.5	91.8	91.6
Washington Post	90.6	87.9	159.8	174.0
Total Group	**1,417.2**	**1,451.9**	**2,635.8**	**2,878.3**
% change		**-2.4%**		**-8.4%**

—— Weeklies/bi-weeklies ——

The Advocate (25X)	84.7	67.4	231.6	131.1
Army Times Military Group:				
Air Force Times (52X)	138.6	141.7	274.8	258.7
Army Times (52X)	134.5	136.2	266.8	252.4
Navy Times (52X)	156.5	163.0	313.0	311.3
The Times Magazine	9.3	12.5	15.1	16.0
The Blood-Horse (52X)	502.0	516.5	1,236.0	1,236.0
Capper's Weekly (26X)	28.1	24.1	54.0	48.7
Commonweal (22X)	7.3	10.4	16.5	20.6
Golf World (43X)	57.0	60.8	128.2	125.8
Grit (52X) A.	28.7	23.9	65.8	54.6
National Review	36.4	24.4	57.3	45.6
New Republic (48X)	27.2	12.3	52.2	37.8
New York Magazine (50X)	206.0	168.9	342.9	315.6
New Yorker (52X)	249.8	277.4	475.4	485.2
Newsweek (52X) A., C.	249.2	195.7	392.6	355.9
People (52X)	236.2	247.0	400.3	418.2
Rolling Stone (25X)	68.6	81.6	107.5	131.2
Sporting News (52X)	56.7	36.4	103.3	86.0
Sports Illustrated (52X) A.	217.9	196.5	379.7	364.2
Time (52X) A.	193.3	176.5	387.3	363.5
Travelhost (52X) C.	2,364.0	2,058.0	5,414.0	4,712.0
TV Guide (52X) A.	365.3	322.4	711.9	689.0
Us Magazine (26X)	18.3	21.0	90.5	91.8
U.S. News & World Report (52X) A.	137.4	124.9	246.3	216.9
Total Group	**5,571.0**	**5,099.5**	**11,783.0**	**10,788.1**
% change		**+9.2%**		**+9.2%**

—— Foreign ——

Buenhogar:				
Central America	—	2.0	1.0	6.5
Chile	—	—	—	—
Colombia	22.7	19.8	39.8	40.8
Dominican Republic	5.0	12.8	17.0	28.7
Ecuador	6.3	4.0	9.3	13.0
Mexico	45.8	39.0	74.8	77.7
Peru	5.5	17.5	17.3	47.5
Puerto Rico	9.0	13.0	18.3	29.5
U.S.	4.5	4.3	12.3	11.3
Venezuela	18.0	26.0	35.0	53.2
Coqueta:				
Central America	—	2.0	—	5.0
Colombia	—	5.0	1.0	12.0
Mexico	2.0	6.0	4.0	10.8
Peru	—	2.0	—	5.0
Puerto Rico	1.0	2.0	1.0	6.0
Venezuela	3.0	7.0	5.0	14.0
Fascinacion:				
Central America	—	—	—	—
Colombia	6.0	9.0	11.5	17.0
Mexico	6.5	4.0	11.8	9.3
Puerto Rico	—	2.0	—	5.5
Venezuela	12.5	12.0	19.0	20.7
Geomundo:				
Central America	—	3.0	2.0	4.0
Chile	1.0	4.0	4.0	6.0
Colombia	5.0	9.0	11.0	16.5
Ecuador	1.0	4.0	4.0	7.0
Mexico	2.0	6.0	8.0	14.0
Peru	—	6.0	3.0	12.0
Puerto Rico	1.0	7.0	3.0	12.0
Venezuela	12.2	14.0	18.2	24.0
Hombre De Mundo:				
Central America	4.0	3.0	8.0	3.0
Chile	4.0	5.0	8.0	7.0
Colombia	9.5	9.2	17.5	16.3
Ecuador	5.0	6.0	10.0	10.0
Mexico	8.0	12.0	14.5	25.0
Peru	2.0	4.0	5.0	8.0
Puerto Rico	5.5	9.0	8.5	15.0
Venezuela	23.3	19.0	33.3	31.7
Ideas Para Su Hogar:				
Central America	—	2.0	—	4.0
Chile	—	1.0	—	1.0
Colombia	11.5	15.5	24.5	28.5
Dominican Republic	—	—	—	—
Ecuador	—	6.5	1.0	13.0
Mexico	18.2	19.2	32.8	38.0
Peru	2.0	7.5	5.0	16.0
Puerto Rico	—	2.0	—	4.0
Venezuela	10.5	17.5	18.0	34.0
Intimidades:				
Central America	—	2.0	—	5.0
Chile	1.0	1.0	2.0	2.0
Colombia	1.0	2.0	2.0	5.0
Mexico	2.5	2.5	5.0	6.0
Puerto Rico	1.0	3.0	2.0	7.0
Venezuela	5.0	5.0	8.0	12.0
Mecanica Popular:				
Argentina	6.8	6.8	13.5	14.3
Central America	14.3	18.8	25.7	26.5
Chile	6.0	4.8	11.8	9.3
Colombia	15.0	18.0	33.2	33.0
Mexico	9.7	19.7	18.8	39.5
Peru	18.7	20.5	33.3	38.8
Puerto Rico	15.5	13.7	26.8	26.2
Venezuela	22.2	23.0	42.8	43.7
The Ring en Espanol:				
Mexico	—	2.0	—	4.0
Puerto Rico	—	4.0	—	5.0
U.S.	3.0	5.5	4.0	7.0
Venezuela	2.0	3.0	3.0	6.0
Vanidades Continental:				
Central America	6.0	16.8	8.2	26.7
Chile	5.7	9.3	6.3	15.0
Colombia	34.3	34.8	55.5	60.0
Dominican Republic	19.2	40.7	25.3	54.7
Ecuador	9.7	14.2	12.5	24.2
Mexico	70.3	84.2	119.3	150.0
Peru	20.0	24.8	30.5	51.3
Puerto Rico	34.0	43.2	53.7	68.3
U.S.	43.2	44.8	70.7	82.0
Venezuela	52.8	69.5	73.3	106.5
Cosmopolitan Foreign Editions:				
Australia	45.4	35.7	90.0	74.6
Brazil	29.0	21.6	62.0	51.6
France	30.7	58.5	67.8	97.8
Germany	34.7	13.0	53.0	23.0
Great Britain	70.0	61.0	109.0	108.0
Greece	27.0	30.0	77.0	82.0
Holland	12.0	—	18.0	—
Italy	42.1	34.7	60.0	58.6
Japan	26.6	19.3	59.9	46.6
Cosmopolitan en Espanol:				
Central America	2.8	4.2	3.2	6.7
Colombia	12.3	13.2	18.2	24.5
Ecuador	1.7	3.2	2.3	5.7
Mexico	35.2	43.7	60.3	89.2
Peru	5.7	9.7	10.3	20.8
Puerto Rico	15.5	28.8	27.5	42.7
U.S. (Spanish language)	14.3	14.8	27.0	31.5
Venezuela	15.2	31.3	22.0	46.3
International Communications:				
African Business	38.0	34.7	54.5	63.7
Al-Ittissal Al-Arabi	—	—	—	—
New African	25.3	24.0	45.8	60.8
The Middle East	28.0	13.0	41.5	30.8
International Herald Tribune	61.3	74.8	116.2	133.0
International Management:				
Africa	16.5	12.5	27.3	25.5
Europe	31.3	26.3	52.0	45.3
Latin America	10.3	8.0	15.0	19.0
Middle East	13.5	19.3	22.7	31.8
Pacific	15.5	12.5	26.0	26.5
Johnston International:				
Alam Attijarat	53.8	58.3	94.8	102.7
Ejecutivo	7.3	13.7	7.3	13.7
Modern Africa	18.5	45.2	18.5	45.2
Modern Asia	34.1	50.2	34.1	50.2
Newsweek International-A:				
Atlantic	68.5	57.8	112.5	104.1
Latin America	23.2	16.9	43.6	29.1
Pacific	50.3	55.6	89.6	102.0
Progreso (9X)	11.0	17.2	11.0	17.2
Reader's Digest:				
Arabic	7.0	11.5	16.5	26.0
Asian	142.5	131.5	343.5	399.5
Australian	55.0	55.5	81.5	107.0
Belgian-Flemish	53.5	55.0	84.5	92.0
Belgian-French	43.5	42.5	66.0	83.5
British	59.2	46.0	116.6	90.6
Chinese-B.	98.5	79.5	178.3	178.0
Danish	28.3	40.8	67.6	58.8
Dutch	17.5	31.3	48.5	76.8
Finnish	63.0	54.0	103.5	89.0
French	54.5	62.5	84.8	110.3
German	75.5	63.3	118.2	117.2
Iberian	20.5	20.5	34.0	50.0
Indian-English	77.0	91.5	135.5	179.0
Indian-Hindi	1.5	28.0	3.0	40.5
Italian	39.0	35.0	66.0	54.5
Japanese	41.4	35.6	84.5	91.9
Korean	16.8	17.3	36.1	33.6
Latin American:				
Argentina	11.5	12.0	16.5	22.5
Brazil	9.5	8.5	13.5	16.5
Central American	8.0	11.0	13.5	22.0
Chile	10.5	15.5	19.0	32.5
Colombia	28.0	28.5	50.5	58.5
Ecuador	9.0	11.0	17.5	23.0
Mexico	37.6	36.2	71.6	71.8
Peru	9.0	9.5	16.5	18.0
Puerto Rico	2.5	8.5	6.0	16.0
U.P.B.	8.0	14.0	16.5	25.5
U.S. Spanish	17.5	20.5	27.0	32.0
Venezuela	7.5	16.0	17.0	33.0
New Zealand	85.0	61.0	125.5	108.0
Norwegian	31.5	29.0	44.5	49.3
Portugal	20.0	21.5	45.0	48.5
South African	92.0	103.0	129.0	150.5
Swedish	15.5	20.5	31.5	44.5
Swiss-French	24.0	24.0	35.0	45.0
Swiss-German	31.0	33.0	47.0	50.0
Time International:				
Time-Asia	64.9	67.0	117.9	119.1
Time-Atlantic	76.3	83.3	131.3	143.1
Time-Canada	126.7	116.8	209.0	209.6
Time-Latin America	29.2	39.5	60.3	81.6
Time-South Pacific	103.0	97.7	155.2	174.6
Visao (52X)	86.2	71.7	231.9	155.7
Vision/Latin America (26X) A.	24.7	26.8	43.1	57.9
Total Group	**3,491.8**	**3,793.4**	**8,177.8**	**7,988.8**
% change		**-7.9%**		**+2.9%**

C2710-1 3/30/83

Publishers ride high-tech wave - Page 3

Imports chase Heineken - Magazine

Admakers: BBDO's hard-drivin' Dusenberry - Magazine

Advertising Age®

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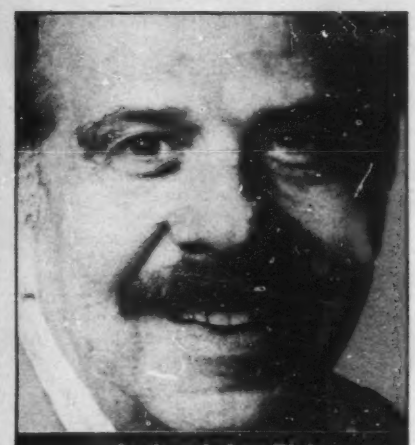
Lorimar/K&E: Total communications vision brings forth 'daring' merger



Lorimar's Lee Rich

Rich returns to his roots

"Lorimar may have acquired Kenyon & Eckhardt, but the agency acquired a very potent sales force in Lee Rich."

That was one capsule analysis of who-will-get-what in the proposed acquisition of K&E, offered by David Levy, a veteran independent producer who ran the programing departments at Young & Rubicam and then at NBC in the 1950s and 1960s.

Mr. Levy's assessment is no doubt

(Continued on Page 68)

By CHRISTY MARSHALL and MORRIE GELMAN

Lorimar Productions' giant step from Hollywood to Madison Avenue, with its proposed acquisition of Kenyon & Eckhardt, could send lasting reverberations through the advertising industry.

By week's end, the surprise generated by the independent tv/movie production company's announcement that it plans to buy the country's 24th-largest advertising agency seemed to be giving way to growing appreciation of the virtues of the specific agreement—and its possible broader implications.

Leo-Arthur Kelmenson, K&E chief executive officer, said the agreement, if completed as expected on June 30, will mark the formation of a "total communications company" that will serve as a model for other such combinations. "I promise you in five years you are going to see eight of these kinds of situations in the business," he said.

"In effect, [the agreement] gets the agencies and their advertisers back into the television business," said Warren V. Bush, an independent tv producer. He described the move as "excellent and shrewd."

Barbara Brogliatti, a senior vp at Embassy Communications, another major independent production company, called the merger

Lorimar Productions

1982 Revenue (FY 7/31/82)
$169.5 million
1982 Income
$1.1 million
Major productions
"Dallas"
"Falcon Crest"
"Knots Landing"

"a good idea" because it puts expertise in two different media fields under one roof. She called the idea "exciting" and "very daring."

It also may be a strategically appropriate move for an advertising community trying to come to grips with the rapid changes in video technology.

"I think ad agencies are going to be back in television production in a big way," said Lee Rich, Lorimar president and a former media and programing executive with Benton & Bowles. "I think their clients are going to demand it. I think with the new areas that are open—cable and pay [tv] and all the other things—the clients are going to say, 'Hey I want to do my own thing, and I want to do it less expensively than buying it.' "

Although there have been numerous agency acquisitions in recent years, nearly all of them have been made by larger agencies. K&E would be one of the largest agencies to be acquired by a nonagency, topped in recent years only by Cunningham & Walsh's acquisition by Mickleberry Corp. in 1982. But the Lorimar deal clearly would be more significant, industry followers say, because its business so closely complements the advertising business.

"Through Lorimar we will be able to do all sorts of things no other agency can do."

— Leo-Arthur Kelmenson, president of K&E

Kenyon & Eckhardt

1982 Billings
$436.9 million
1982 Gross income
$64.9 million
U.S. ranking
24th-largest
Major clients
Bristol-Myers
Chrysler
Coca-Cola's Wine Spectrum
Colgate-Palmolive
Holiday Inns

Principals in the agreement gushed about the "synergism" and competitive edge to be gained when the two companies are merged, ranging from the injection of Lorimar's production expertise into K&E's creative efforts to the subtle, or perhaps not so subtle, showing of the products of K&E clients in Lorimar's tv shows and movies.

"We think the ability to cross-pollinate our

(Continued on Page 68)

last minute news

FCB reported getting all of Coors' business

GOLDEN, COLO.—Adolph Coors Co. today is expected to consolidate all of its advertising business at Foote, Cone & Belding, Chicago. Ted Bates Advertising/New York will be losing the Coors premium brand, which is budgeted around $20 million. FCB already handles Coors Light, corporate advertising and new products. Coors officials were unavailable for comment on the reasons for the move.

'N.Y. Times' suspends Nespola; probe under way

NEW YORK—The *New York Times* has temporarily suspended Richard Nespola, assistant controller-financial services, as "questions have been raised about parts" of his operation, a spokesman said. Mr. Nespola, who joined the *Times* in 1979, continues on the payroll; no charges have been filed against him. An internal investigation is under way as rumors swirl around the paper.

(Continued on Page 8)

NEWSPAPER

Co

AA
DC2001 4CONGLI
CONGRESSIONAL INFO SERVIC
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Timely

Surprised Pizza Hut customer learns of five-minute service guarantee for Personal Pan pizza in this spot, part of a $10 million drive breaking today via Foote, Cone & Belding.

CBS predicts win despite hot 'Birds'

By DIANE MERMIGAS

Despite ABC's last-ditch effort to win the tv season with special programing like "The Thorn Birds," which gave rise to sticky new problems for the network last week, CBS is predicting it will finish victorious in mid-April—a mere half of one ratings point ahead of its competitor.

"In order for ABC to beat or to tie us," said CBS Broadcast Group research vp David Poltrack, "it would have to lead CBS by seven and one-half ratings points each of the remaining three weeks of the season. . .One week of 'The Thorn Birds' isn't going to do it for them. We estimate we'll win the prime time season by half a ratings point. Last season, we won by nine-tenths of a ratings point."

"Thorn Birds," a 10-hour, four-night adaptation of Colleen McCullough's best seller, which premiered on Palm Sunday, came under fire last week by the U.S. Catholic Conference, which called the network's scheduling of the drama during Holy Week "an affront to good taste and religious sensibilities."

The conference, which represents the nation's Roman Catholic bishops, said it was not taking exception to the network's production, only to the placement of a story which "uses the church in a melodramatic and insensitive fashion" in chronicling the "adulterous conduct of a churchman."

A spokesman said the conference was not attempting to pressure advertisers to withdraw

(Continued on Page 69)

7-11 gets locations via Citgo

By TOM BAYER

DALLAS—With site selection one of the keys to success in the convenience-store industry, Southland Corp.'s agreement to acquire the refining, marketing and transportation businesses of Cities Service Co., Tulsa, would give it ready access to 611 Citgo service stations and 350 Quik Mart locations.

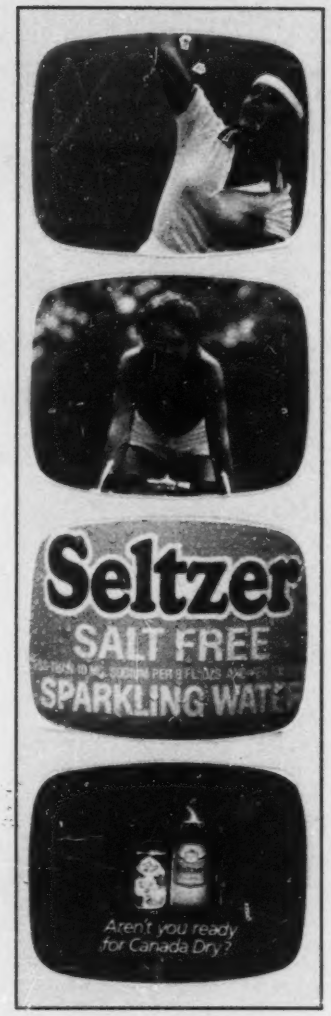
Southland's 7-Eleven chain already has 7,257 locations, and continues to shift and relocate stores to more visible and profitable corner sites from less advantageous ones.

The company said the Cities Service retail outlets would continue to be operated under those names. But Southland is known to be trying every imaginable angle to hone its competitive edge against the wide variety of fast-food, gasoline and other retailers that have cropped up as stiff competitors for the nation's No. 1 convenience-store chain.

Already the nation's largest independent gasoline retailer, 7-Eleven—with Cities Service—would substantially increase its access to gasoline supplies on most favorable terms.

The Cities Service refinery complex is the ninth-largest in the U.S., and among the most technologically sophisticated, Southland said. And the deal also includes a 65% interest in a lubricant oil refinery in the Lake Charles, La., refinery complex.

The $567 million transaction, subject to a definitive agreement and necessary approvals, would give Cities Service parent Occidental Petroleum, Los Angeles, 20% of Southland's stock and put Occidental chairman Armand Hammer on the Southland board.#



Seltzerbration

Canada Dry begins national rollout of its salt-free seltzer with this "seltzerbrate"-themed spot airing in a New York City kickoff budgeted at $400,000 (AA, March 21). Commercials break across the country May 1. Young & Rubicam is the agency.

'Play ball' now means marketing hard-ball

Baseball readies pitch

By ROBERT RAISSMAN

As Major League Baseball's 26 teams prepare to put their promotional and advertising machines in gear for the season kickoff next week, all eyes are on Oakland, where the Athletics will make the transition to life without "Billyball."

Over the last two years, according to marketing people with both American and National League teams, the A's have changed—some said revolutionized—the way baseball is sold to the public. If the A's succeed at the gate this season without their former manager Billy Martin, the team's breakthrough marketing and advertising—a slick, humor-filled, heavily advertised and promoted package—will be adopted by other clubs, at least in part. If the A's formula does not succeed, the other teams will think twice about using it, probably sticking with the traditional low-key approach.

The A's ads, which were built around the fiery manager's personality by agency Ogilvy & Mather, made "Billyball" a symbol of aggressive, derring-do baseball. Mr. Martin is now managing the New York Yankees, for the third time.

The Yankees, which under the George Steinbrenner regime have let turmoil and tradition do the marketing for them, are taking advantage of that campaign's fame with a "Billy's Back" campaign. It features t-shirts, outdoor boards and an uncharacteristic preseason tv spot for the club that shows clips of Billy Martin in action—kicking dirt, gesticulating, as he takes on the umpires. During Mr. Martin's first two stints with the Yankees, he was not used in any preseason advertising. However, the Yankees rarely have used tv advertising before the season.

As baseball marketers wonder what will happen in a Billy-less Oakland, they also face a new competitor, the U.S. Football League. But that fact will not cause them to alter existing marketing plans. "We really are not structuring anything different because of the competition of the USFL," said Denny Lehman, marketing director of the Philadelphia Phillies. "Obviously, the sports dollar is going to be eroded slightly, but that erosion

(Continued on Page 72)

Beech-Nut brings European baby-food formula to U.S.

By NANCY GIGES

Beech-Nut Nutrition Co. says it will revolutionize the baby food business in the U.S. with new Beech-Nut Stages, a line of 120 fruits, vegetables, dinners and soups drawing on parent company Nestle's experience overseas.

The sequential feeding approach to marketing baby food, which would replace traditional strained and junior formulas, has been successful in Europe, according to Niels Hoyvald, Beech-Nut president. Nestle and other European companies have sold baby food this way for years, he noted.

The executive pointed out that Beech-Nut has been working for more than two years to develop appealing nutritional foods that contain no preservatives and no added salt or sugar.

Fort Washington, Pa.-based Beech-Nut is testing the line in northern and central Florida, including Orlando (AA, March 21), backed with an $8 million spending rate for Stages and a separate $11 million rate for Table Time, which is actually Stage 4 in the feeding program. Sherwood & Schneider, a subsidiary of Della Femina, Travisano & Partners, is the agency.

Products are color-coded and designated as appropriate for one of four stages in a baby's early months. Stage One, with a red label, is made up of single-ingredient products, such as applesauce and carrots, for very young babies. Stage Two, coded blue, is made up of mixed-ingredient dinners for babies six to nine months. Stage Three, coded green, includes fruits, vegetables and dinners with more texture for babies nine to 12 months. Stage Four (Table Time) includes soups and dinners, such as beef stew and spaghetti with meat sauce, for babies one year or older. These foods for older babies come in 12-oz. jars, enough for two servings, one of which can be for an older sibling, Mr. Hoyvald said.

The executive said the program will be expanded into other markets later this year, but the rate of expansion will depend on how successful the test is, he

(Continued on Page 72)

highlights

Monday, March 28, 1983

National ad buys in the syndication field helped brighten an otherwise downbeat National Assn. of Television Program Executives International convention. *See Page 6.*

Four BBDO executives get new titles in top-level shifts at the No. 6-ranked ad agency. *See Page 10.*

Brewer Advertising in Kansas City is being closed by parent Young & Rubicam. *See Page 10.*

General Electric is entering the booming consumer telephone business, with ad support for its line of phones set to break in June. *See Page 12.*

Procter & Gamble will sponsor two new series on cable tv's Daytime network. *See Page 12.*

A truce between American Home Products and the Federal Trade Commission gives the commission back some control over otc drug comparative claims. *See Page 14.*

Danskin: The name means more than dancing under new parent International Playtex. *See Page 20.*

Lone Star Brewing ads top the Belding Awards for agency Keye/Donna/Pearlstein in Los Angeles. *See Page 20.*

With Miller's entry into the Canadian market, the No. 2 brewer again goes head-to-head with archrival Anheuser-Busch. *See Page 24.*

Shampoo marketers are hiking ad budgets this year because reduced market shares resulted from the reduced ad budgets of last year. *See Page 28.*

Sony's Walkman now hopes to score in the licensed-merchandise field, via a new arrangement with Viacom. *See Page 30.*

Publicly held agencies are praying for a better 1983 after suffering through a lackluster '82. *See Page 46.*

The Sammy Awards finalists have been chosen, with five winners for best advertising music or "jingles" of 1982 to be decided next month. *See Page 62.*

Plans to revive the just-folded Entertainment Channel as an ad-supported cable tv network are heading for the scrap heap. *See Page 69.*

Wendy's International told stock analysts last week that the company's future is bright. *See Page 70.*

Ideal Publishing, operating under Chapter 11, is being acquired by Macfadden Holdings. *See Page 70.*

Negotiations continue between Major League Baseball executives and ABC Sports on the '84 season-and-beyond package not now covered by the earlier pact with NBC. *See Page 72.*

CORPORATE CLOSEUP

Radio City Music Hall has survived on the strength of its reorganization as a national entertainment marketing operation. *See Page 4.*

FOLLOWUP

Gambling Times is gambling again that it can sell stock in its parent company to the public. *See Page 38.*

VIDEOTECH

Super Sports Network is being restructured by the owner of the national cable tv net, and won't debut until late June at the earliest. *See Page 40.*

MAGAZINE

The Dusenberry touch is evident in some of our most memorable advertising, and is described in the latest of our Admakers' series profiling BBDO's Phil Dusenberry. *See Page M-4.*

Beer Marketing: America's romance with imported beer is reflected in the figures: Imported beer sales increased 10% in 1982 from the previous year, while total beer sales were absolutely flat for the first time in 25 years. *See Page M-9.*

James Brady, in the first of a series of conversations with leading media figures, profiles CBS News president Van Gordon Sauter. *See Page M-28.*

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Schlitz is back with 'gusto' ads

By JAY McCORMICK

DETROIT—Stroh Brewery Co.'s first major marketing attack for the Schlitz brand will begin next month, with a strategy that targets the beer toward young, "blue-collar" drinkers.

A new campaign resurrects the "gusto" magic of Schlitz' bygone days by incorporating it within the theme line: "Go for it America, you've got the gusto now." Stroh will continue to concentrate sales efforts in the Southeast, Southwest and "heartland" regions where the brand has suffered some erosion but remains relatively strong.

The Schlitz relaunch on April 4 is Stroh's first and most visible support of the brand since it acquired Jos. Schlitz Brewing Co. last year. It is also the initial effort of MCA Advertising, New York, which won the account when Stroh commandered an across-the-board agency shuffle last year for all its brands.

Spending on Schlitz will be down from the 1981 level of around $20 million, when it had its last full ad backing. "We have tightened up our focus," said Mike Jaeger, brand manager for Schlitz and Schlitz Light. "In those mar-

(Continued on Page 72)